THE STORAGRAM

KAUFMANN'S

FIFTH AVENUE PITTSBURGH

THE RIDERS

. . . The riders went
Chatting and laughing and content
In groups of two or three together.
The hounds, a flock of shaking feather,
Bobbed on ahead . . .
And in the earth-moist autumn day
The scarlet coats twixt tree and spray,
All in a hurry to arrive,
Were beautiful as spring alive.

THE HOUNDS

Bright, clean, short-coated, broad in shoulder
With stag-like eyes that seemed to smoulder.
The heads well-cocked, the clean necks strong;
Brows broad, ears close, the muzzles long;
And all like racers in the thighs;
Their noses exquisitely wise,
Their minds being memories of smells;
Their voices like a ring of bells.
Some smutty-nosed, some tan, none bald;
Their manners were to come when called.

THE FOX

He moved to the right to a clearer space,
And all his soul came into his face,
Into his eyes and into his nose,
As over the hill a murmur rose.
On Ghose Heath turf was a steady drumming
Which sounded like horses quickly coming.
Men were coming and rest was done,
But he still had time to get fit to run;
He could outlast horse and outrace hound,
But men were devils from Lobs's Pound.
And all the way, that wild, high crying,
To cold his blood with the thought of dying;
The horn and the cheer, the drum-like thunder,
Of the horses' hooves stamping the meadows under.
He upped his brush and went with a will
For the Saracen Stones on Wan Dyke Hill.

From *Reynard The Fox*

By John Masefield

The cover was designed by Ferdinand Sesti, of the Interior Decorating Department

THE STORAGRAM

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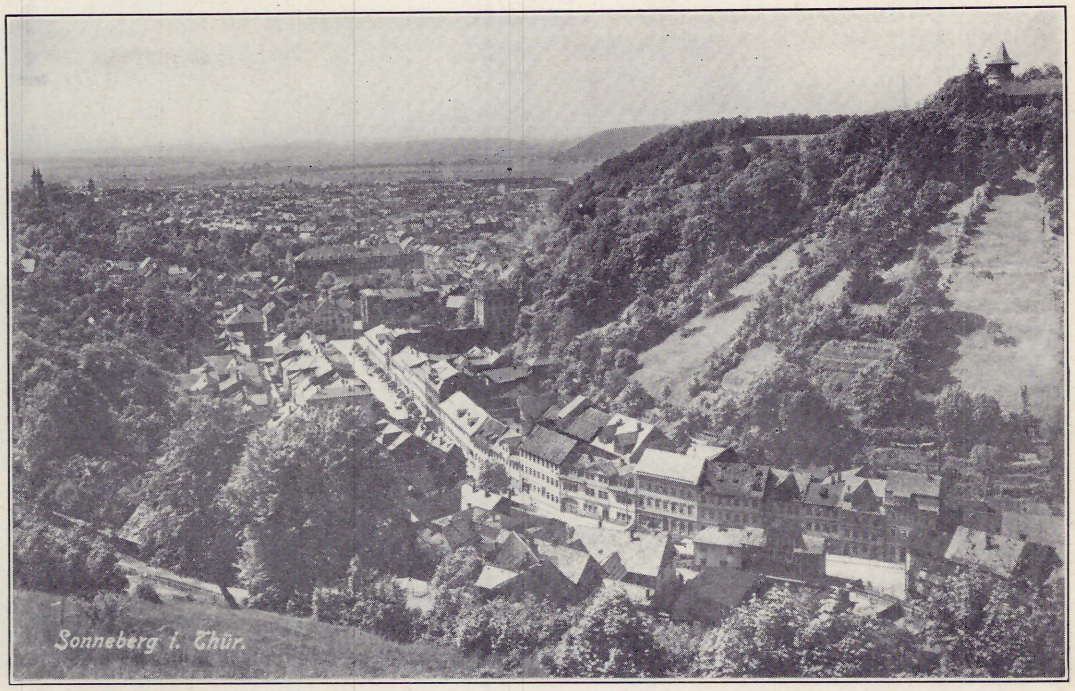
A MESSAGE FOR STORAGRAM READERS FROM SONNEBERG IN THURINGIA



HERE IS LOCATED A FAMOUS TOY FACTORY FOUNDED IN 1770

EDITOR'S NOTE: The manager of our Berlin Office has sent us the following article, modestly requesting that it be given space in the Storagram, "if the editor thinks it sufficiently interesting to claim the attention of fellow workers." Emphatically, the editor thinks it is, and begs Storagram readers to see for themselves what human interest this brief article unfolds, in connection with merchandise which we handle.

The beginning of the Sonneberg toy industry dates back to the fourteenth century. Up to the seventeenth century, however, Sonneberg sent its toy products to Nurnberg, and from there they were sent to the great Fairs in Germany and to the surrounding countries—for Germany was then, as it is today, the world's center of the toy industry. Then came the Thirty Years War, in the seventeenth century. Roads were destroyed and Sonneberg, for a time, suffered greatly; her toy business was seriously impaired. But the making of toys was a tradition with these people, and by 1710 we find them flourishing again, and even exporting directly to England and other foreign countries. In 1735 they sent their toys to East and West India, and in 1760 to North America. Is it not interesting to see how toys—playthings for little children—knit one part of this wide world to another and link continent to continent in friendly, commercial contacts!

It would be interesting for you to see some of the first primitive toys that were made in Sonneberg in those early days. Those toys of three or four centuries ago were made of wood, and colored—not with paint, but with fruit juice! Later, when they introduced paints, they mixed these with honey to make the colors more durable.

For a time the clever people of Sonneberg made toys of bread dough, which, of course is a plastic substance and can be moulded like plaster or sculptor's clay. But, alas, too often it occurred that hungry rats, with no appreciation for art and no respect for the toy industry, ate up the entire output of dough toys before

(Continued on page 2)

ENTIRE STAFF OF FURNITURE DEPARTMENT

Guests of Franklin Furniture Co. at Factory

The entire staff of the Furniture Department including the service station furniture staff, were guests of the Franklin Furniture Company on August 11th. They were taken to Columbiana, Ohio, in busses. They made a complete tour of the factory, saw every step in the process of manufacturing living room furniture, and had this interesting work explained to them by factory experts. After the factory tour, Mr. Frank Smith, owner of the Franklin Factory, entertained them at a chicken dinner on a nearby farm. It was altogether a pleasant and a most profitable trip and the people whose pictures are shown above declared the trip a complete success. It is born in upon us all every day that none of us can know too much about the merchandise we handle. It is a life-long study, this of merchandise research. Our customers soon come to feel confidence in those of us who know our merchandise thoroughly. These people who had the privilege of seeing their merchandise in process of manufacture were fortunate. But all of us can increase our knowledge of the goods we handle by reading and observing everything that comes our way regarding the story of the product we are selling.

A MESSAGE FROM SONNEBERG—THURINGIA, *{Continued from page 1}*

they could be safely shipped to waiting customers! Failures only challenged the leaders of this business, and new and better ways were devised. So you see the history of the toy industry is like the history of every other great business.

Paper mache was invented. Dolls with heads and bodies of paper mache were turned out—and they were very pretty dolls, too. This paper mache was a plastic substance and easily lent itself to the shaping of dolls. Indeed, dolls with paper mache heads were a great improvement on those of earlier times. Before paper mache, doll heads were made of wax, but this was not durable. Little girls who were too ardently affectionate with their dolls soon kissed the waxen countenances into very grotesque and sad looking objects. Then when bisque or china heads came these, too, were found perishable, though they were lovely. Many a little girl has first known tragedy, first tasted the bitter cup of sorrow when she dropped her doll and the lovely bisque head shattered to bits. So, the great brains of the toy industry went to work at research and invented the paper mache head.

Do you know how many steps there are in the process of making a doll? We would like to conduct you through the oldest toy factory in Sonneberg and let you see a doll being assembled. To make up a dressed doll, ten different raw materials are used, and each of these comes from a different factory, so you see, dolls, like a u t o m o b i l e s, are really "assembled."

There are still many "home workers" in Sonneberg engaged in the making or dressing of dolls. Formerly, much of the toy making was done in the homes. There were many real artists among these home workers. In many a family, this work was a tradition; it had been done in that family for generation after generation.

ANNUAL INTERNATIONAL ART EXHIBIT

By John O'Connor, Jr., of Carnegie Institute

MARGERY AND LITTLE EDMUND
By Edmund C. Tarbell (American)

For the twenty-seventh time in its history, the Carnegie Institute of Pittsburgh will present the Annual International Exhibition of Modern Paintings. It will open October 18 and continue through December 9.

This exhibition—the only annual international in the world—will make Pittsburgh once again a place of pilgrimage for artists, critics, students, and the public generally who wish to acquaint themselves with the current news of the art world.

Fourteen European nations have sent groups to the exhibition this year—England, France, Italy, Germany, Russia, Spain, Belgium, Holland, Norway, Sweden, Austria, Poland, Czechoslovakia, and Switzerland. In all, 253 paintings came from abroad. The United States is represented by 128. According to the practice of the last six years, each national group is hung in a separate gallery, thus giving to the visitors the opportunity to see and to study the particular characteristics of each nation as disclosed by its art. Not only is the exhibition international in its organization, but the various schools and tendencies within each nation are represented.

Following the plan adopted last year, approximately one-third of the usual number of artists were invited, each artist, however, was asked to send from three to five pictures. In this way one may make a better study of the development and personality of the artists represented in the exhibition.

An international jury of painters met on September 18 and awarded the following prizes: First Prize, $1,500; Second Prize, $1,000; Third Prize, $500; First Honorable Mention, $300; and a prize of $300 offered by the Garden Club of Allegheny County for the best painting of a garden or flowers. These prizes will be announced at the Founder's Day exercises.

Continued on page 5

MEN WHO READ SERIOUS LITERATURE LIKE MYSTERY STORIES FOR RECREATION

Miss Udin, of the Book Department, tells us how she usually sells mystery stories to business and professional men, after she has sold them the latest works in History Biography or Philosophy.

"That was Judge So-and-So," said Miss Udin, looking after an imposing figure as he left the Book Shop, "He comes in for his new books regularly twice a month. What does he read? Oh, the newest biography, *Leonardo, The Florentine,* for instance. Then, history and philosophy. He likes to browse for himself, of course, but he seems grateful, often, when I introduce a new title and a new author that he has not seen reviewed . . . And then" . . . (with a roguish twinkle) . . . "then after he has all has serious reading selected, I always find him the best new mystery stories, and he lets me add two or three of these to his regular book list each time."

"Do I sell mystery stories to many serious readers? Yes, to nearly all the doctors and lawyers and important business men. And, by the way, these men all seem to have "book budgets." They plan a regular expenditure on books. They feel, I guess, that they have to keep up with the times by reading the most important works put out each month in the fields of philosophy, science, history and biography . . . And then, for relaxation, they must have their mystery stories."

"At first, I used to try to sell them the so-called sophisticated fiction, for their light reading—those smart, clever novels by the very sophisticated authors. But men don't like them, I find. Why do they prefer mystery stories? Well, I guess it is because the mystery story is like a mathematical problem. They love to watch the solution. Yes, the judges and lawyers and doctors, bankers and business men who come to this book shop nearly always want the newest and best mystery stories for recreation after their serious reading . . . Many business men come into the Book Shop to browse every day, and there are even more who come regularly to do their buying three or four times a month."

"Then sometimes these men recommend books to me. Recently a well known clergyman asked me if I had ever read Emily Brote's *Wuthering Heights.* That's an old-timer, but one I had never read. Just to please him I did read it, and then I couldn't wait till I could share my pleasure with other readers. In a short time I had sold seven copies of *Wuthering Heights!* Yes, book enthusiasms are very contagious.

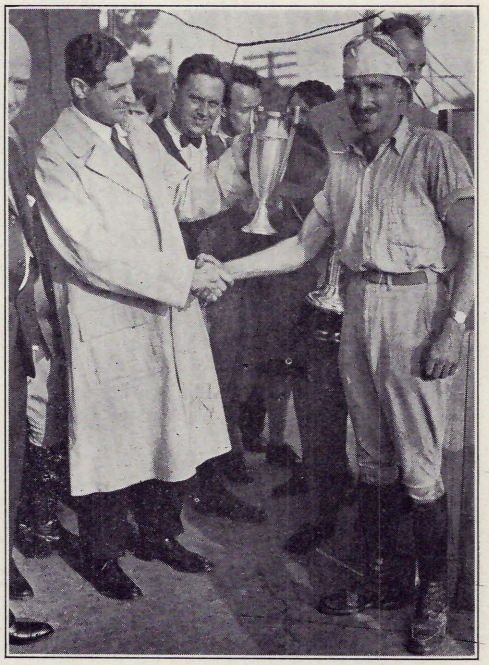
"One woman has asked me to help to find

(Continued on page 15)

FIRST AIR DERBY AT ROGERS FIELD

The first air race ever staged in Pittsburgh was held at Rodgers Field, on July 28th. Mr. E. J. and Mr. O. M. Kaufmann had offered a trophy to the winner of the "dead stick landing." Mr. Ted Taney, in the fifty-mile race, was the winner; and in the accompanying picture you seem him receiving his well earned trophy, personally presented by Mr. Edgar Kaufmann.

Incidentally, Storagram readers take a special interest in the winner of the second prize on this occasion. Robert Dake, who won the twenty-five mile race, will be remembered as a contributor to the Anniversary Storagram. He wrote that very interesting article on "Changing Modes In Transportation."



J'EVER SEE A GOLF HAWK?

In Wildwood, N. J., a fish hawk whose nest was near the Country Club fell into the habit of soaring low over the golf links and clutching up a white ball now and then. Flapping slowly back to its nest, it would add the balls to a growing collection and sit on them, content. Perhaps it was the sport of capturing; perhaps the instinct for collecting (as crows and magpies will collect shiny or sparkling trash).

But the Wildwood golfers were not amused. They caused the golf hawk's capture and petitioned their directors to destroy both bird and nest. It was then that this flatland fable became historical.

News of the golf hawk's danger came to grey, wrinkled Clement Lawrence Shaver of West Virginia. He sent a telegram to the directors of the Wildwood Club, saying: "Fortunate indeed is the golf course which can claim the honor of a great bird that can outbid the game in interest. Millions of Americans have never seen a fish hawk. In the interest of all these and all outdoor lovers, including those who fill your course, spare this bird, spare its nest."

The golf-hawk was pardoned.

Reprinted from "Time"

INTERNATIONAL EXHIBIT

Continued from page 3

Five formal talks about the paintings will be given on Tuesday evenings in October and November. On Tuesday and Friday afternoons and on Wednesday and Friday evenings during the International, informal gallery talks will be given. Upon request, gallery guidance will be provided for groups for any morning, afternoon, or evening. There will be no charge in connection with any of these talks or for gallery guidance.

Appointments may be made for clubs or special groups by communicating with the office of the Director of Educational Work, Department of Fine Arts, Carnegie Institute, Forbes Street, Pittsburgh, Pennsylvania. The telephone number is Mayflower 7300.

The galleries of the Department of Fine Arts are open daily from 10:00 A.M. to 10:00 P. M., and on Sundays from 1:00 P. M. to 6:00 P. M. Admission is always free.

MR. O. M. KAUFMANN SPEAKER AT ALUMNI BANQUET

When the Executive Training Alumni entertained the 1929 class, Mr. Oliver M. Kaufmann was the speaker. The banquet was given in the dining room, on the eleventh floor. The alumni have the reputation of being hustlers, and affairs which they arrange are successes. Their guests at the recent banquet enjoyed every feature of the occasion; but they were particularly proud to be favored with Mr. Kaufmann's presence, and with his valuable contribution to their programme. Mr. E. D. Warner, merchandise manager of the eighth floor, also gave an interesting and instructive talk. Musical numbers were given by Mrs. Sheff, Miss Alice Davis, Mr. Richard Elvis, accompanied by Miss Minneman.

THREE FASHION REVUES USHER IN NEW SEASON

Three fashion events ushered in the new season. For two weeks the Auditorium was the scene of a twice-daily Fashion Revue, wherein mannequins displayed every phase of the winter mode for street and sportswear, for afternoon and evening. The careful assembling of costume accessories was noted and much appreciative comment was heard upon this matter. It is the high privilege and the duty of a store like ours to offer this service to customers — pointing the way to achieve the correct costume ensemble, with faultlesslv harmonized accessories.

CHILDREN'S FASHION SHOW

Following the grown-ups' Fashion Revue, came the children's own pageant of style. Thursday, Friday and Saturday saw the auditorium packed for each performance, while little stars stepped joyously along fashion's fairway, and grown-ups looked on admiringly. It is interesting to note that children's fashions follow women's and men's in general trends. Girls' apparel runs to ensembles, to velvet, to flares and to intricate seaming in coats. Boys' fashions reflect the men's demand for browns, for trousers pleated at the waist, for two button coats and notched lapels.

FABRIC FASHION SHOW

Staged in the departments where the newest fabrics are sold, the Fabric Fashion Show spread an atmosphere of hospitality throughout the fabric sections. From filmy chiffons and glittering metal brocades to rugged tweeds and smart sheer wools, all the fashion-favored fabrics were displayed. To show the woman who does her own sewing how these new fabrics will look when made up, dresses, suits, ensembles and coats had been made and were worn smartly by mannequins. Miss Elsie Johns gave helpful talks on the season's colors, lines and fabrics. There was plenty of inspiration and plenty of real, practical help for the woman who sews or plans the making of her own clothes.

EXECUTIVE TRAINING CLASS—1928-29

Twenty-five fellow workers have been selected to take the executive training course conducted by our store and the Retail Research Bureau of the University of Pittsburgh. It is a significant thing that "higher education" and commerce meet in this way. Store work long ago ceased to be just a job. It has come to be regarded as a profession and it calls for the same high type of mental development and the same fine type of personality that any of the recognized professions demand. So, to the twenty-five people listed herewith, we extend our congratulations. They have undertaken no light task. Enrolling in this course means serious devotion to a big task. It means study and concentration. The following are enrolled.

NAME	POSITION	DEPARTMENT
Anthony, Mr. Samuel	Floorman	Ladies' Hosiery
Biss, Mr. C. Andee	Secretary	Superintendent's Office
Broida, Miss Rae	K. Executive Trng. Course	
Casale, Mr. Jack	Salesperson	Men's Clothing, Annex
Cohen, Mr. Milton	K. Executive Trng. Course	
Combs, Mr. William	Floorman	Men's Clothing
DeArment, Miss Virginia	K. Executive Trng. Course	
Devlin, Mr. Lloyd	Assistant	Wash Goods
Gardner, Miss Sadie	Head of Stock	Art Wares
Goldstein, Mr. William	K. Executive Trng. Course	
Hess, Mrs. Mary	Head of Stock	Ladies' Gowns, D. S.
Jones, Mr. Roy W.	Secretary	Executive Office
Kemerer, Mr. Calvin	Credit Man	Credit Office
Kenner, Mr. Frank	Assistant	Men's Trousers
Kusserow, Miss Edna	Salesperson	Stationery
Moore, Miss M. Catherine	Manager	Cafeteria
Mug, Miss Ann	Salesperson	Junior Misses' Dresses
Rothenberg, Mr. Henry	K. Executive Trng. Course	
Seligson, Mr. Wolfe	Salesperson	Boys' Clothing
Shiner, Mr. George	Assistant	Boys' Shoes
Sonneborn, Mr. Charles	K. Executive Trng. Course	
Torrence, Mrs. Lillian	Secretary	Asst. Mdse. Mgr.'s Of.
Williamson, Miss Sarah	Head of Stock	Inexpensive Dresses
Witt, Miss Johanna	Assistant	Children's Dresses
Eubanks, Miss Geneva	Salesperson	Ribbons

THE WRAPPERS STAGED A JOLLY PICNIC

The Juniors' Wiener Roast, held on September 27th in Riverview Park, was a memorable success. Thirty-five hungry guests arrived at the cabin at seven o'clock, and then the fun began! When we tell you that they devoured ten pounds of wieners, ten dozen rolls, four dozen cakes, a gallon and a half of peanut butter, uncounted gallons of coffee, not to speak of pickles, olives and tomatoes—well, you may get some idea of the success of the dinner part of the party. After dinner, there were games and dancing. The little portable victrola had plenty of competition, for these outdoor parties are not quiet affairs! Peggy Martin and Mary Constantino gave exhibition dances. Jake Thiery led the Paul Jones. Three of the boys did heroic work toasting marshmellows for the crowd, never complaining because they drew all the "heavy work" while the rest danced. Mrs. Swift and her five girls were present. All wished to thank Mrs. Miller and the commtitee for a very happy time.

MACHINE ACCOUNTANCY CLASS

Miss Ella White is instructing a class of ten girls in the operation of the comptometer. Miss White formerly spent three years with the Felt and Tarrant Co., manufacturers of the Comptometer, and four years with the Burroughs Adding Machine Company and is admirably equipped to teach the operation of these machines.

The class, which meets from 8:30 to 9:00 every morning in the Auditing Department, is taking up the touch system as applied to the four fundamentals.

Miss White is in charge of the cash posting division of the Credit Department.

Mrs. Marie Snyder, formerly in charge of the Timekeeper's Office, is now head of the Addressograph Department. The Timekeeper's Office is operating under the supervision of the Employment Department.

Mrs. Grace Fisher, our Budgeteer, spoke to the New Brighton Women's Club on Wednesday, October tenth. Her subject was "Home Budgetting". Mrs. Fisher is a convincing speaker on this subject, for she believes absolutely in the budget plan, and she knows our furnishing stocks so well that she can demonstrate how charming a home can be when Kaufmann's plan and furnish it.

Helen Smith, head inspector of the ninth floor, was married to Mr. Dugan on September 9th. Mr. Dugan is also a Kaufmann-ite, a driver on the Hazelwood route. We wish them all happiness.

Hildegarde Thieret, the wrapper whose smile spread so much sunshine on the second floor, left us last month to keep house for her father and brother.

Molly Weber, of the seventh floor packing room, was married on September 12th, to Mr. Bernie Windstein. Her fellow workers presented her with a lovely orchid silk comforter. Every one wishes the bride and groom years of happiness.

The Central Wrap and the Downstairs Store Wrappers joined in a theater party at the Penn Theater on the evening of September 20th. It was a very pleasant affair and every one hopes other parties like this will follow soon.

MR. HATHAWAY PROMOTED

Mr. David Hathaway has been promoted from the Employement Department to the position left vacant by Mr. Ezra Hinshaw's resignation. Mr. Hathaway is now Junior Merchandise Manager, under Mr. I. D. Wolf. We extend hearty congratulations to Mr. Hathaway.

Mr. Roland Friedlander has succeeded Mr. Hathaway, in charge of Personnel Budget Control.

LACE COMES BACK TO FAVOR

A BRIEF HISTORY OF LACE

By Ethel Forbes, *of the Shopping Bureau*

HAVE you noticed from the latest Paris fashion reports that Lace plays an important part in Milady's wardrobe this season? Real lace, long cherished by lovers of beauty, has come back into vogue and we are glad of it.

Lace was first recognized as a fabric in 1250 A.D. The world then was still considered a flat surface and seas were uncharted. But someone had experimented with threads and formed enough of a pattern to interest others in the art. This was a sort of darned netting, starting with a single stitch, increasing a stitch on each side until the net was full width and reducing in the same proportion to one stitch again. On this firm and strong ground were darned patterns, ranging from some very simple ones to fantastic elaborations of nature and animal subjects.

Two important types of lace developed. The earlier of the two was *needlepoint*, not our modern tapestry kind, but actual *needle-made* lace. This might have developed from a kind of work on linen carried out by drawing a certain number of threads from the body of the material, those remaining in the section so treated being tied together in groups with a continuous thread, so as to form a simple pattern. The early type of *bobbin lace*, which is the second type of lace we want to know, was to be found in the ornamental trimming formed by knotting, plaiting or twisting together threads frayed out from the edge of a garment or piece of stuff.

To-day lace is known as a slender, open-work fabric of linen, cotton, silk, wool, or metal threads usually ornamented with inwrought or applied pattern.

In the very early laces, if we are fortunate enough to have access to them, we would see that the pattern was connected with bars, or brides, as they were called. Later, the meshed ground was successfully introduced, and our modern laces are practically all composed of the woven mesh with the pattern worked in, or afterwards appliqued on.

In the matter of honoring the birthplace of lace, Italy and Flanders seem never to have settled it. However, we find that Genoa and Milan early became chief centres for producing bobbin-lace, while Flanders so quickly learned and improved the art that they really deserve part-honor. Both countries exported much of their lace to England and France, where it was much demanded by Royalty and ladies of fashion.

It is related that in France during the reign of Henri III the craze for gorgeous and costly clothes had reached such an amazing height that the Government had to intervene with edicts prohibiting the importation of lace. Such edicts, however, only resulted in smuggling, whereupon a public hangman was ordered to burn all shipments. In this way much valuable Flanders and Ventian lace was destroyed. This was in 1670.

An exquisite example of rose point is shown in this collar, worn by Miss Rose Levine, of the Downstairs Shoe Department.

ORIGIN OF ALENCON LACE

At about that time, the French King's Minister, the wily Colbert, as he was known, realizing the futility of such edicts, diplomatically changed the policy of stopping foreign importations, by establishing in Alencon, France, a company of skilled lace-workers brought from Venice to teach their art to the French and in this way encourage and improve lace-making in France. Simultaneously, a Paris office and shop was opened for the disposal of these laces. Gradually other French towns, Sedan, Arras, and LeQuesnoy, began to assist Alencon in the production of French lace, and by 1717, all Venetian influence had disappeared, and the famous Point d'Alencon was evolved. This lace, which is in style today, is dainty, graceful and delicate, typically French.

BOBBIN LACES

Then toward the end of the 17th Century, we find France producing bobbin-laces, the finest among them being Valenciennes, made in the town of its name, The flowing scrolls and graceful, although purely conventional, flower motifs of the design, and the rose pattern intermingled, are the chief characteristics of early Valenciennes. It was expensive lace, for it was difficult and costly to make. The flax-thread had to be imported into France from Flanders, and

(Continued on page 10)

Introducing—MISS MADELINE STUART

Miss Stuart recently joined the staff of the Training Department to do special training work in color, line and design. In fact, Miss Stuart is a "colorist", if we may coin such a word. She was born in New York City, but lived in Europe from the time she was six years old until she was fifteen. She is a graduate of State College at Ames, Iowa, where she specialized in Textiles and Costume Essentials. She is conducting classes in Color, Line and Textiles.

COLOR, LINE, TEXTILE CLASSES ORGANIZED

One group has already completed the short course offered in these subjects, and, as we go to press, another group is meeting five mornings a week to study color harmonies, the effects of line in costume design, the various fabrics, their properties and something of their manufacture. The short course has opened the eyes of many people to the vast interest these subjects hold—and, like all education, the course in Color, Line, Textiles merely aims to start people to think and read along these lines. Every one who is truly interested in his or her own development, and in his or her work will carry on the study indefinitely.

A BORROWED BOOK

"A borrowed book is like a guest in the house. You must see that it sustains no damage, it must not suffer while under your roof. You cannot leave it carelessly, you cannot mark it, you cannot turn down the pages, you cannot use it familiarly. And then, some day, although this is seldom done, you really ought to return it." —WILLIAM LYON PHELPS

LACE—*Continued from page 9*

to make a three inch lace for a pair of ruffles, it took ten months working fifteen hours a day.

Brussels was famous for its Point de'Angleterre, a rich bobbin-made lace. The thread for this was hand-spun, in lengths of about 20 inches. Thus the spinner, in using these 20-inch lengths, consequently had to knot each adjoining thread to work out the patterns. These knots testify to the genuineness of antique Brussels lace, and are to be found in the delicate and graceful floral patterns of the Point d'Angleterre made during the 17th and 18th centuries, during which time it was much in vogue.

BEAUTIFUL ROSE POINT

Vieing with it for honors, was the celebrated Venetian Rose Point, distinguished by the rich points appearing in the pattern, worked out in a variety of complicated stitches. In the Venetian laces, as in those of other countries, the term "Point Lace" grew to mean that the lace was of the finest quality and made with a needle and thread. Nowadays, the term "point" has come to be used in the sense of superiority in the quality and exquisite design of either needle or bobbin lace, and may include the Venetian bobbin lace, Brussels lace and Valenciennes.

Among the famous women in history, whose portraits show the extravagant use of lace are Catharine and Marie deMedici, first and second wives of King Henri Quatre, whose reign in France during the 16th Century witnessed the development of much beautiful Point d'Venise. Catharine was the notorious poisoner of history, powerful in the politics of her day, having in her employ a Florentine poisoner and a Venetian ruff maker. The beautiful and notorious Madame du Barry spent enormous fortunes on the costly Valenciennes lace and Point d'Angleterre, to adorn not only herself, but the linens and bed-coverings for her room. Queen Elizabeth had practically all of her lace imported from Italy and Flanders, and took great pride in her huge, lace ruffs. Mary, Queen of Scots spent endless hours in weaving many of the beautiful patterns of her day. Her petticoats, aprons, neckerchief and caps, as well as all of her domestic linens, bore lace of her own making.

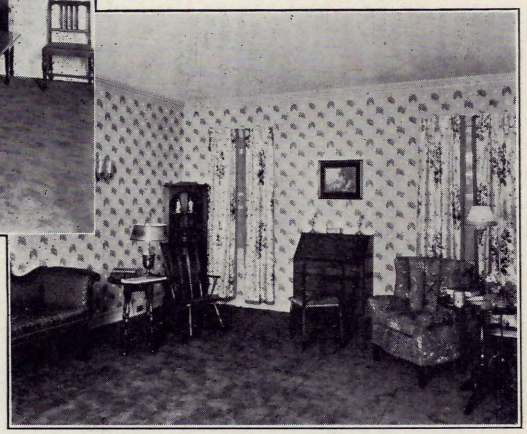
During the reign of Napoleon, the making of lace had suffered much from the effects of the War, and in an effort to revive the industry, Napoleon ordered his wife, Josephine, to make use of laces in her apparel. The fashionable ladies of her court followed suit, and soon, the makers of laces were busy again, supplying the increasing demands for the exquisite Alencon, Brussels and Chantilly patterns.

Even after the Civil War, among the European Royalty, man's costume had retained its elegance and beauty in the doublet of velvet, satin or silk, guarded with lace, and large loose sleeves slashed up the front, and the collar covered by falling bands of richest Point lace. Even the breeches meeting the long boots showed bits of lace trimmed ruffles. It was only towards 1760, with George III on the throne of England, that lace in masculine attire, except for state occasions, declined.

However, with modern fashion demanding a growing use for lace in woman's attire, the splendid old Alencons, Brussels, Rose Points, Chantilly and Venise patterns are being revived. Today, as in olden days, industrious, trained fingers are busily weaving the mysterious, exquisite meshes and designs.

"THE COLONIAL ROOMS" ON THE EIGHTH FLOOR DEMONSTRATE

THE COZY CHARM OF EARLY AMERICAN FURNITURE



Here are two of the four rooms on the eighth floor, furnished in early American period. Two bed rooms, a dining room and a spacious living room comprise the suite. Every fellow worker should visit the Colonial Rooms. They have a charm that appeals to all who appreciate the cozy comfort and sturdy simplicity of this period.

FORBES STREET SERVICE STATION NOTES

Mr. Miller, our venerable elevator operator, enjoyed a month's vacation, to which he is entitled as a member of the Stand-By Club, having completed twenty years service with the store. Mr. Miller was an expert veterinarian in charge of the stables, in the old days before motive power eliminated horse power in our delivery department.

Our two Allegheny Training School boys, Johnny Ring and Harold Holland, alternating two weeks in the shop and two weeks in the school, are developing a decided preference for the work period, it seems, But we advise them to think a little about how brief the school period is, in comparison to a life-time, and how long they will have to work without ceasing, when they get out of school.

Hadley and Shear attended the Auto Races at Altoona. We understand that the crowd was so great that the only available room was a nursery on the top floor. According to Shear, Hadley amused himself with a hobby horse, and waked up in the night calling for "pink elephants."

WHERE WE "VACATIONED"

Mr. and Mrs. Hadley motored to Dixie Land, visiting the Mammoth Cave, Washington, Mount Vernon, Gettysburg and other points south and east.

Smith motored through Ohio and West Virginia.

Cole spent his vacation at Harding's Lake.

Shear was in Louisville, his old home town.

Maxwell went to Texas to the Democratic Convention.

Tierhoff was in Detroit and Thousand Islands.

The rest of us had no cars, so we bought tokens and rode the trolleys to Charleroi. Butler and Beaver Falls.

Maxwell is building a new home at Keown Station. House warming in the near future!

George Erb returned from his vacation with a new car, which he reports as doing something better than 50 in spots. It was mostly mountain travel and we assume the "spots" were on the going-up-side.

Some Pertinent Remarks by Conway

Well, have you made your choice for President? Are you going to help elect him, or are you going to let the other fellow slip in because you and thousands of others like you neglect to vote?

It doesn't matter an iota to the Storagram which way you vote, as it is a strictly non-partisan publication, but wouldn't it be well worth while if every adult that is entitled to cast a ballot would do so?

Can you figure out how you can claim to be an American citizen without exercising the most important privilege of citizenship—the right of suffrage?

Think it over. See that you are duly registered. Then get out and vote for your favorite candidate.

Alex Conway

Here Are Some Of The People Who Do Expert Packing

Front Row—*Frank Bisada, William Cavensack, Sarah Piazza, Regina Michelak, Polly Neihause, Molly Winterstein, Jimmie Finnegan, Arthur Fleisher.*

Second Row—*Edwin Urie, Ed Howell, Fred Stoops, Harry Bishop, Harry Franz, Tom Griffin, William Grant, Albert McCrea, Joe Kay.*

Back Row—*Frank DeMarks, Jacob Thiery, Leo Carl, Jim Griffin.*

WEDDINGS

Miss Peggy Weiland, formerly in the art department of the Advertising, was married in September to Mr. Glen Frost and now lives in Chicago. Miss Weiland in the three years she was here, did many drawings for the Storagram. We all wish her much happiness.

The Bureau of Adjustments breaks the month's record for brides—announcing four recent weddings: Miss Cecelia Guttendorf, now Mrs. Patrick Shearer, Miss Mildred Smith, now Mrs. C. E. Lindow; Miss Margaret Donley, now Mrs. F. Kelleher; Miss Claire Margol, now Mrs. Jack Erwin Berlin.

The Bookkeeping Department announces two weddings: that of Miss Eva McKee to Mr. Harry Pierce, and Miss Margaret Impfang to Mr. Albert Bierry. Mr. and Mrs. Bierry will live in New York.

The Millinery also announces two recent weddings: Miss Mayme Aiello, now Mrs. Cecil Trelor, and Miss Misseroff who is now Mrs. A. Scheckter.

Miss Mary Rockacy, Miss Julia Mayer and Miss Anna Betchard, all of the first floor, are September brides. Best wishes for their happiness are extended to them by their fellow workers.

Mr. Ed. Urie has good reason to be proud of this bungalow which he has recently acquired. Mr. Urie is one of the packers, shown in the group above. His skill and conscientious work in the seventh floor packing room have been responsible for the safe arrival of thousands of pieces of fine china and objects of art, at customers' homes.

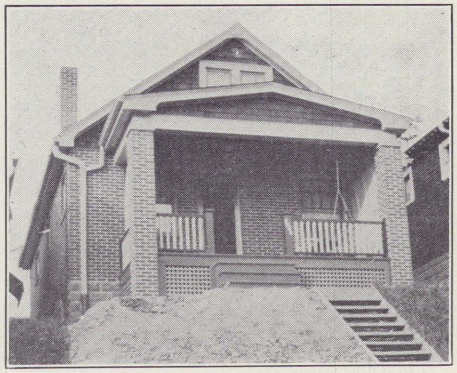
A GOOD LETTER

KAUFMANN'S,
Pittsburgh, Pa.

GENTLEMEN:

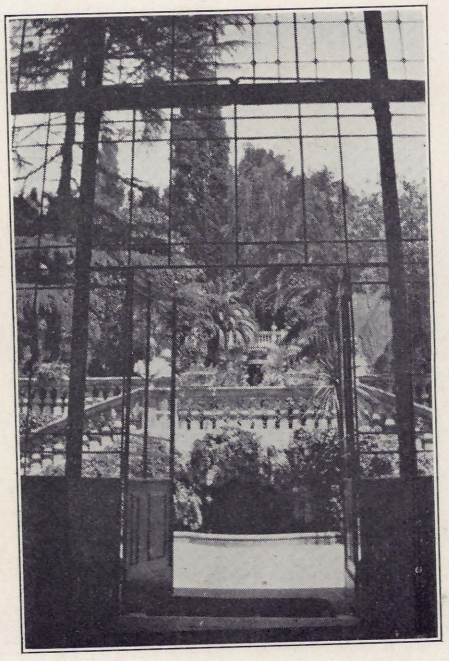
Please accept my thanks for the prompt delivery of an order for a pair of hose. I telephoned the order on Thursday at 4:45 p.m., and received the hose at 9:40 Friday morning. The driver on this route, No. 50, is very courteous and gentlemanly at all times. I appreciate this service.

Very truly yours,
MRS. A. G. G.



Miss Ernestine Trostler Returns From Long Journey

The Galleries (formerly called The Gift Shop) are being expanded and generally improved to provide a worthy setting for the fine collection of gift things and objects of art which Miss Ernestine Trostler has assembled. Her three-months trip abroad was much more than the usual buying trip. It was in the nature of an exploration, for Miss Trostler explored new sources and brought back things of rare beauty and unusual interest. Particularly in the North Countries, Sweden, Norway and Denmark, she found things that will delight the gift seeker. Many of these things



are made in the homes. There are interesting textiles for wall decoration and table covering, pottery, crystal and pewter. From the same silver smiths who have for generations produced silverware for the royalty of Europe, Miss Trostler bought hand wrought pieces which you may see in The Galleries now.

The picture to the left shows a typical country store house in Sweden. The top picture gives a glimpse of an old garden in Italy. Miss Trostler's buying trip took her into southern Europe as well into the northern countries. In short, wherever art is produced, there the buyer for our Galleries went to make selections.

INTRODUCING MRS. MILNE

The Duchess Shop on the fourth floor has a new manager, Mrs. Elizabeth Milne, whom we welcome to our store family. We hope that Mrs Milne will enjoy her residence in Pittsburgh and her work here with us.

MR. GEORGE I. STOCKING HEADS INTERIOR DECORATING

We welcome to the store family Mr. George I. Stocking who has recently come to us as head of the Interior Decorating Department, on the eighth floor.

Mrs. Morris Kaufmann has returned to Pittsburgh after several months abroad. This is happy news to the many people in the store who always welcome her appearance. Many a message for her has come to the editor from fellow workers throughout the store who wish to say through the Storagram, "Welcome home, Mrs. Kaufmann!"

Miss Gwendolyn Williams, formerly with the Accounts Payable as assistant to Mr. Weiland, is now secretary to Mr. Silverstein, buyer of Rugs. Miss Williams also does some special statistical work for Mr. Stevens.

Miss Mary Kennedy, formerly in Pay Master's office, has succeeded Miss Williams, in the Account Payable Department.

WE GREET OUR NEW NEIGHBOR THE PITTSBURGHER

For months we watched the progress of the new building, over on the corner of Diamond and Cherry Way. Twenty-four stories went up. Four hundred rooms took shape. And now it is more than a new building. Now it is that most interesting of all new buildings—a fine new hotel, worthy representative of our hospitable Father Pitt. The Pittsburgher announces itself as a hotel dedicated to the ideal of giving guests comfort and faultless service at a moderate price.

Probably hotels and department stores, above everything else, give visitors their impression of a city. If they have enjoyed real hospitality at the hotel where they were staying, if they have been impressed with the intelligent, courteous service of the people who waited upon them in the department stores, visitors are apt to like our city and speak well of us generally. So, it is with a sincere and hearty greeting that we welcome our new neighbor, The Pittsburgher.

"Extravagance rots character; train youth away from it. On the other hand, the habit of saving money, while it stiffens the will, also brightens the energies. If you would be sure that you are beginning right, begin to save."

—*Theodore Roosevelt.*

The Storagram

Published Bi-monthly

ADELAIDE C. HUNTER, EDITOR

Associate Editors

MARIE A. MALONEY. JOSEPH M. MEYERS

Artist—FERDINAND SESTI

WHY DO WE DO THIS?

When Lincoln delivered his first inaugural address ex-President Tyler wrote a letter to Francis Lieber. Praising the high sentiment and fine idealism of the speech? Not at all. He criticized Lincoln's grammar!

In that petty spirit we waste so many of our days. Disregarding the splendid note in the lives of our fellowmen and criticizing their grammar! Blind to their sacrifices, irritable under their little shortcomings, making the game harder all the way just by picking on each other!

BRUCE BARTON

WE GET FROM PEOPLE WHAT WE GIVE

I am surer every day that human nature does not change. Our vision of it changes, as our mental atmosphere is one of sunshine or fog. My children are perfect angels one day and little demons the next. Actually, of course, they are the same joy-loving, mischief-making youngsters. But one day I am rested and laugh at their pranks, and the next day I am tired and scold. I get caught in a crowd and am pushed about; I either smile or am angry. And the crowd becomes a "good-natured crowd" or a "boorish crowd," according to my mood. We get from people what we give; we find in them what we bring, and the changes are not changes in them so much as changes in ourselves.

BRUCE BARTON

NICELY DONE, BEN!

For tact and professional skill—and downright clever suggestive selling—we wish to commend Ben Johnson, of the Shoe Shining Department. . . . But, if you're to hear the story, you'll have to pardon the editor for being a bit personal in the narrative.

When the editor climbed up on the chair and placed her feet on the foot rests in preparation for a "shine", she did feel a trifle ashamed of those blotched suede shoes. Yes, they looked pretty bad . . . But then, Ben has a wonderful way with shabby suede shoes. He'd restored them to their original shade and soft texture many a time before; no doubt he could work the same miracle this time.

It was necessary to remove the shoes. As Ben took the first shoe from the editor's foot, he turned it around on his hand and brought before her gaze something which had escaped her notice before . . . an ugly, frazzled heel. Ben has a smile that is the essence of good humor—a smile that bespeaks a pleasant nature, an understanding of people and patience with their whims . . . He looked at the frazzled heel and then at the editor. His smile was more persuasive than his words, for all he said was, "It won't take ten minutes to fix them. You can have rubber or leather; we can fix them up as smooth as new." He kept the disreputable heel before the eyes of the editor as he spoke. An accusing, shabby, ragged heel . . . Ben's pleasant smile and persuasive, interrogating look . . . together they did their good work. "Have them put a rubber heel on, please, Ben."

In a few minutes the old suede shoes were back on the editor's feet. Ben eyed his work with pleased pride as he put the last touches to the cleaning and gave an extra, admiring pat to the new heels. The editor walked away with that light step and boosted self respect that new heels always give to the wearer of old shoes. And it wasn't till she got up to the old typewriter that it occurred to her that she had been the fortunate recipient of some very good and helpful service of the variety called "suggestive selling". . . . Yes, Ben, that was nicely done!

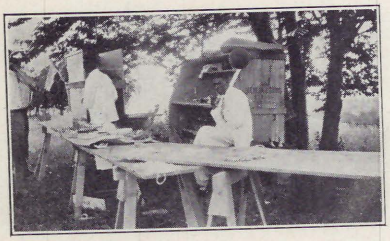
KEEP ON KEEPIN' ON

If the day looks kinder gloomy
And your chances kinder slim;
If the situations puzzlin'
And the prospects awful grim;
If perplexities keep pressin'
Till hope is nearly gone,
Just bristle up and grit your teeth,
And keep on keepin' on.

Exchange.

GOOD SPORTS CLUB PICNICKED—AND HOW!

Messers Smith, Bottorf, Punny, Spencer, Lagorio, Docek, Bowers, Rose, Griffy, Guckert, Whitey, Kohnke, Mary, Trischler, Painter, Nagle, Rollin, Zelliott.



Left—Griffy and Bill ran the commissary end of the picnic.

Right — Messers L. G. Spencer, president. C. Jahn, vice president, R. M. Smith, treasurer. J. Lagorio, secretary.

On Sunday August 5th, the members of the Good Sports Club held their annual picnic at Woods Farm, Brentwood, Pa. And what a picnic! The caravan started from the N. S. S. S. proceeding to the Diamond Auto Park where they were joined by some more brother members. The journey was then continued through the South Side, Allentown, Mt. Oliver, Carrick and through Brentwood.

The married men beat the single men playing baseball. The married men had twice as many players, two men on each bag.

The marathon race was won by Elmer Rollins; Clarence Hough was a close second. Both boys received beautiful prizes. Rose of the shipping department won the 'Booby prize; as yet no person has been able to figure out what it is.

Patterson and Griffy, the chiefs, were kept busy all day.

There is still some dispute as to who is the champion horse shoe pitcher.

The following officers were re-elected to serve another year: Laird G. Spencer, President; Richard M. Smith, Treasurer, and Jack Lagorio, Secretary. Chas. Jahn, alias Punny, was elected Vice President.

Cy Mary sang a solo entitled: "Father, Save the Ship." Cy Perkins tried to follow Mary but somehow he got lost. (For the reader's information 'Mary' is a man). Everybody reported a good time.

The club now boasts a membership of thirty.

BOOKS—*Continued from page 4*

books that will help to develop her taste for fiction that is deeper than the kind she has always read. She has never cared for anything but the Kathleen Norris type of story. I recommended *Jipping Street* to her. You see, the characters in its are so appealing, so true to life that she just couldn't help enjoying them. This book isn't sophisticated. And, then, it has a delectable frontispiece by Leon Underwood. Now that women wants all the books with Leon Under frontispieces—and she wants more books like *Jipping Street* . . . Yes, it is an endless study, an endless game to match people with books, to find the right book when customers appeal to you for suggestions."

"Judge, yo' Honah," complained an irate colored lady to the court, "dish heah no-count husban' o' mine drinks like a fish."

"Yessuh, Jedge, yo' Honah, Ah don't deny de aligation. Ah does drink some," admitted the husband. "But Jedge, Ah is driven to it, dat woman don't treat me right. Why, Ah pawns de kitchen stove t' git a li'l money, an' she don' miss it fo' two weeks."

In Memorium

JEROME McCARTHY

Mr. Jerome McCarthy's sudden death brought sincere sorrow to his many friends in this store. As floorman on the fourth floor, his daily work brought him in contact with many fellow workers and customers. One and all, they liked him and respected him. No finer tribute could be paid him than these words which one of the fourth floor people sent up to the editor's desk: "He was a man of sweet temperament, a righteous man, one of charming and pleasant personality. Our sincerest sympathy is extended to his family."

✝

WILLIAM McLAUGHLIN

Mr. William McLaughlin had been been connected with this store for fifteen years. For the past year and a half, however, ill health had kept him away from business. At the time he left the store he was floorman on the sixth floor. All through his illness, his constant hope was that he might soon be well enough to return to his work, and his many, many friends here joined him in that wish. He was never forgotten while he was away, ill. His former fellow workers kept him constantly in touch with the store where he had so many good friends. It was with deep sorrow that they learned of his death in August. They extend sympathy to his family

✝

GEORGE DETRICK

The Advertising Department wishes to extend its sincere sympathy to Mrs. George Detrick and her two daughters for their recent bereavement. Mr. Detrick, is sadly missed by every member of the department. For five years Mr. Detrick was a member of our Art Staff and one of the most popular workers on the Tenth Floor. He made many "Storagram" covers and drawings. Under his quiet manner, there was a fine sense of humor, and Storagram pages were often enlivened with his cartoons. The very last issue of the Storagram bears one of his serio-comic drawings. The back cover drawing was typical of George Detrick's spirit and his work. We miss him, here in the art department of the Advertising, and we still speak of his splendid qualities and his sterling character.

Jerome Bauers

TYPES

By

GERTRUDE RYDER BENNETT

Mica, when the sun is bright,
Mirrors every ray of light;
Flashes to attract the eye
Of anyone who passes by.
Flint is hard and dull and plain,
Flint is nothing to admire;
But strike its heart and you unchain
Gods of flame and gods of fire.

Reprinted from Ladies Home Journal

Downstairs Store Notes

Miss Lora Newman, formerly cashier, is now selling shoes. We congratulate her on her success, so far, in her new position.

We extend our heartfelt sympathy to Mr. Searight on the recent death of his wife.

Miss Lee Greenberg has recently been transferred to the Children's Department, on the third floor, where she is head of stock. Congratulations and best wishes for your success, Miss Greenberg.

Mr. Jack Lagorio, formerly of the North Side Service Station office, has come to us to sell in the Men's Furnishing Department. We wish Mr. Lagorio all success and happiness in his new position.

The *Downstairs Bowling Team* played its first game on Wednesday, October 3rd.

We wish Mrs. Hess, assistant buyer in the Dress Goods Department, good luck and years of happiness in her new home.

Mrs. Lois McDonnell and her son Jack.

Mrs. McDonnell is in the Boys' Clothing Department on the third floor. The picture above was taken at Lake Erie, where she and Jack spent a happy vacation.

A GOOD SUGGESTION AND A GOOD SALE

Miss Winchell, of the Hosiery Department, recently did some suggestive selling that amounted to $47.00. How did she do it? Well, she had real enthusiasm for her merchandise; she had real interest in her customer; she had a good idea and altogether she made a good sale. She suggested that now is a good time to anticipate Christmas and that the hose she was showing would make excellent Christmas gifts. The customer thought so, too, and purchased forty-seven dollars worth.

The Hosiery Department welcomes Mr. Anthony and assures him of their co-operation in his work.

GOOD WILL CLUB

The Good Will club, of the Infants' Department, recently gave a lovely surprise shower for Miss Ethel Miller, who became the bride of Mr. John Holmes on October 2nd. Among the guests were Mr. and Mrs. Matz and Mr. and Mrs. Joseph Sauers.

Fellow workers extend their sympathy to Mrs. Eberhardt on her recent bereavement.

We welcome Miss Helen Synoski to the Girls' Department. Formerly with the Midget Theater, Miss Synoski combines selling and modeling in the Girls' Department.

SALESPEOPLES' HONOR ROLL FOR GOOD SERVICE TO CUSTOMERS

Miss Ruth Olson	*Muslin Underwear*
Miss Evelyn DeWoehrel	*Stationery*
Mr. Albert Gums	*Men's Underwear*
Miss Emma Felgendreher	*Glassware*
Miss Clara Heslep	*Books*
Miss Margaret Saunders	*Art Wares*
Miss Mildred Skillman	*Ladies Suits*
Miss Emma Diebold	*Ladies Coats*
Miss Sadie Berkowitz	*Ladies Coats*
Miss Anna Coombs	*Ladies Coats*
Mr. Charles Jacobs	*Furniture*
Mrs. Rose Hoover	*Cretonnes*
Miss Anna Dunseith	*Wallpaper*
Miss Josephine Finucane	*Ladies Coats*
Miss Annie Morris	*Books*
Miss Mollie Markowitz	*Toilet Goods*
Mr. Harold Braverman	*Men's Shirts*
Miss Violet Long	*Men's Neckwear*
Mr. Arthur Donovan	*Men's Shirts*
Miss Emma Rohr	*Men's Neckwear*
Miss Louise Shimek	*Men's Neckwear*
Mr. John Serbin	*Extra*
Rose Dalverny	*Downstairs Hosiery*
Esmerelda Schmitt	*Extra*
Cecelia Bell	*S contigent*
Florence Curry	*Downstairs Corsets*
Ruby Tate	*Downstairs Children's Dresses*
Roberta Hall	*Downstairs Ladies' Underwear*
Mary Foley	*Downstairs Millinery*
Anna Simpson	*Downstairs Millinery*
Kenneth Palmer	*Ladies' Shoes*
Wilney Norris	*Ladies Shoes*
Henry Schapper	*Ladies' Shoes*
Constance Heinricks	*Lamps*
Ruth Dunsmore	*Art Needlework*
George Ross	*Pictures*
Olive Johnston	*Pictures*
Virginia Rose	*Millinery*
Anna Rogner	*Millinery*

MISS LEPPER ANTICIPATING CUSTOMER'S NEEDS

Miss Lepper, of the Women's Coat Department, did a fine bit of suggestive selling recently. She had sold her customer a coat for $95. The young woman, in this case, was soon to be married. After she had bought the coat, as she looked with great satisfaction at herself in the mirror, she said to her mother who was with her, "Now, I'll have a great time finding a dress to go with this!" Miss Lepper did not miss a cue like that. She asked her customer if she would not like to step over to the Dress Department with her. She personally introduced her to a salesperson there and the customer purchased a dress for $65. Miss Lepper knew a dress that would be perfect and it was real service to introduce this to her customer . . . That is the best part of the right kind of suggestive selling . . . that idea of getting a customer the right thing and saving her trouble in shopping. This same customer was so pleased with the intelligent help she had had that she was very glad to be intoduced to a salesperson in the Millinery, where she bought "the very right hat" for $18.50. That is "Suggestive Selling With Service."

Doris and Luella, the little daughters of Mr. A. L. Bosworth, of the North Side Service Station, are snapped as they sat on the running board of dad's car. supervising picnic preparations.

Mr. Alexander Finnie, who for the past three years was the mail-man carrying the house mail between the store and the two service stations, has recently been transferred to a selling position in the Radio Department.

WHAT CUSTOMERS APPRECIATE IN SALESMANSHIP

"She was quick to understand just exactly what color and design I was interested in, and found an excellent selection right away. I felt that I was not losing any time and that I would not find a better selection at the price I wanted to pay, anywhere."

"She knew the fashionable colors and I had confidence in her advice. She also explained to me the superior points in the frames of the more expensive umbrellas, so that I understood that the higher prices of these were justified."

"She found the dresses that would be becoming to me and pointed out the new style features of each. When I said that I was afraid velvet was very perishable, she gave me some very helpful information on how to care for it and keep it in good condition, and she explained that it cleans satisfactorily."

"She showed me the newest and best things in her department, and when I decided that I could not find what I wanted there—for my mind was definitely made up as to what I wanted—she very kindly suggested that I go to another dress section and took me over there and introduced me to another good salesperson there."

AS A TYPOGRAPHER SEES US

Mr. Edwin H. Stuart (Eddie Stuart, he is to his cronies, and there are many of them under this roof) toured our store recently, and then wrote us up in the *Department Store Number* of his great little house organ, *Typographic*. The pages of that same issue of that same great little house organ was appropriately beautified, embellished and enlivened by the pictures of no less than five of our executives. In fact, the frontispiece was a very delightful picture of our own Miss Ethel Clinton, and her very best smile. No, we take that back. She was wearing the smile she usually wears, and that one is so good we doubt if she has a "Sunday best" one!

If Storagram readers have not seen this number of *Typographic*, the editor will be glad to furnish a copy upon request.

October

There is something in the autumn
That is native to my blood,
Touch of manner, hint of mood,
And my heart is like a rhyme
With the yellow and the purple
And the crimson keeping time.

The scarlet of the maples
Can shake me like a cry
Of bugles going by.
And my lonely spirit thrills
To see the frosty asters
Like smoke upon the hills.

There is something in October
Sets the gypsy blood astir.
We must rise and follow her
When from every hill of flame
She calls and calls
Each Vagabond by name.

Bliss Carman